

February 22, 1952

Miss Peggy Schlumpf,
Radio Station WNCRS
Middlebury College

Dear Miss Schlumpf,

Please excuse the delay in answer to your letter of February 7th. Your letter arrived at a time when a change of station personnel was occurring, and we have been in the process of reorganization.

I will try to answer your questions as best I can. First, in regard to our general set-up, we are organized into a number of departments: Program, Technical, Public Relations, and Business. Under the Program Department come News, Records, Sports, and Continuity.

In regard to your other queries which are of a more specific nature, here are the answers. We have both local and national advertising. Our local advertising is acquired through our regular business department while we receive our national advertising through an organization known as the Ivy Network. It is the purpose of this organization to gain national advertising revenue for our six college radio stations which are members of this network.

Our program schedule contains mainly musical programs. These are the most popular and range from classical to jazz, both of which receive high program ratings. Second to music are play-by-play descriptions of winter sports events. After these come special events such as forums, newscasts, etc., which do not draw exceptional ratings.

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In answer to your query concerning the procuring of Columbia records, I suggest that you contact Columbia Records, Inc., 1473 Barnum Avenue, Bridgeport, Connecticut, and request sample service. Our record librarian would be most interested in learning how you have managed to obtain Capitol and Victor records. We would greatly appreciate it if you would enlighten us in this matter.

I hope this information is of value to you. If you wish any other information, I will be glad to assist you.

Good Luck To You & your staff on your resumption of broadcasting.

Cordially yours,

The Yale Broadcasting Company

Myron Bell

Myron Bell

Assistant Program Director

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